

## MRG – Minutes of the Meeting

Meeting	Members' Representative Group	Date	26 July 2022
Location	Executive Box 5	Time	4pm
Attendees (MRG)	Chris Bent, Kirti Sharma, Phil Clarke, Steph Neville		
Attendees (Lancashire Cricket)	Lee Morgan (Club Secretary) Daniel Gidney (Chief Executive) Mark Chilton (Director of Cricket Performance), John Abrahams (Board Member), Jonathon Nuttall (Head of Ticketing and Hospitality Sales), James Price (Head of Comms), Phil Johnston (Senior Membership Executive), Christian Mullarkey (Head of Marketing),		
Apologies	Liz Cooper (Director of Commercial Partnerships), Sandy Mitchell (Head of Community Growth), Gaz Morris (Head of Guest Experience), Angela Hodson (Sales Director), Colin Gore (MRG), Joyce Palmer (MRG)		

Item	Summary of topic	Lead
	<b>Welcome / Apologies</b>	
5.1	Apologies were received from Liz Cooper, Sandy Mitchell, Gaz Morris, Angela Hodson, Colin Gore and Joyce Palmer	Chris Bent
	<b>Approval of the Minutes of the January 2022 meeting</b>	
5.2	The Minutes from the previous meeting were approved.	Chris Bent
	<b>Matters outstanding</b>	
	<b>1.9 New Members</b> – meeting of club officials and MRG to be scheduled in line with the launch of 2023 memberships.	
	<b>2.6 Junior Committee</b> – Content to be finalised before sending to Junior Members	
5.3	<b>4.3.1 Covid Memorial</b> – noted challenge in finding a suitable plinth which will shortly be resolved, and the Memorial installed.	Chris Bent
	<b>4.5 Website</b> – MRG will continue to work with the Club in resolving website issues.	
	<b>4.8 Payment Cards</b> – options had been explored but no suitable system identified.	
	<b>Cricket Update</b>	
5.4	MRG received an update on current squad news from Mark Chilton. MRG commented on the importance to Members of knowing the match squad in advance of matches. In response Mark explained that there were lots of movement until the last minute, including not wishing to give a heads up in team selection to the opposition, player injury status and the effect of ECB decision making on availability. He did understand however that squad news was important to	Mark Chilton

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members and would consider what could be shared with members in advance of matches, for example releasing a preliminary match-day squad.

The MRG requested that more detailed 2<sup>nd</sup> XI information be posted, particularly match day progress and scorecards. Mark agreed to look at how this could be improved.

It was noted that the outcome of Finals Day had been difficult to accept, not helped by not having a settled squad for the campaign. Despite that the team gave their two best performances in the Quarter and Semifinals. The team were also doing well within the County Championship, playing good cricket and putting themselves in a good position. The MRG heard that the atmosphere within the dressing room was positive and steely, and the team had bounced back impressively from the Blast Finals Day with their performance at Northampton.

County Championship – As a whole looking at the majority of season, the team are playing a lot of good cricket, putting themselves in good positions. The Club were looking forward to the Royal London Cup campaign.

The Club were happy with the overseas signings who were making positive contributions to the team.

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#### Update on museum

- 5.5 The Club explained that work on a significant heritage strategy was underway with the help of external support. The intention is to bid for heritage lottery funding to secure the monies required to help build the heritage centre as part of the new hotel / stand redevelopment. An initial Expression of Interest submission has received a response and further work on the bid is now required
- Lee Morgan

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#### Update on EDI project

- 5.6 The MRG asked about publishing the EDI framework to Members. In response the Club agreed to circulate the presentation given to the AGM that detailed the content of the EDI project.
- Lancashire Cricket response: We can look to issue the slideshow that was presented at AGM that gave details on the EDI project.
- Daniel Gidney

**Action: Club to issue EDI slideshow on website and update Members.**

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#### Update on growing membership project

- 5.7 The MRG received an update on the membership project.
- It was noted that the Club had surveyed over 2.5k Members, non-Members and lapsed Members and had held several focus groups with people who had varied levels of relationships. The intention was to focus on growing new members and the retention of existing ones. The most significant barriers for both lapsed and new members becoming members included the number of games they could attend, the perceived value for money and the membership structure itself. The
- Christian Mullarkey

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Club was driving progress on membership growth and strategy to provide clarity on memberships to simplify and broaden their appeal whilst considering price point value and number of days of cricket.

A marketing and communication plan was driving the Clubs response to membership growth and retention, based on member feedback.

**Action: MRG to be presented with the Marketing plan when drafted.**

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### Use of Pavilion spaces

At the request of Members, the issue of raised viewing facilities in the Pavilion was discussed. This related to whether there would be consultation regarding raised viewing in the Pavilion and the challenge that the Club were failing EDI by having to differentiate between Members who were willing and able to pay more for a better view.

- 5.8 In response the Club recognised the strength of Members feelings for a raised viewing area behind the bowler's arm and had abolished the Lancaster Membership to allow all Members the opportunity to book the middle balcony on a day-by-day basis to enjoy raised viewing. The Club accepted that some Members would feel this was insufficient but the Club felt that a reasonable compromise of allowing members to access to the middle balcony had been found.
- Kirti Sharma

The 1864 Membership and Executive Boxes are seen as hospitality products due to the catering spend from the 1864 Members who have been very loyal especially throughout COVID.

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### Number of first-class fixtures from next season

The MRG had been asked to raise concerns from Members in relation to the number of first-class fixtures from next season which had become a particular talking point nationally. The two specific issues raised were in relation to whether the Club would issue a statement on where it stood in relation to the rumour of reduced first class fixtures and whether there would be a special general meeting or survey of members organized to gather Members views.

- 5.9 In response to the MRG, the Club said it understood the strength of feeling of Members in potentially losing any County Championship matches from the schedule. The Club was waiting for information from a meeting with all other Counties and the ECB in the coming week. Consultation with counties had not taken place and there was no official position to share currently. Different configurations around four-to-five-day cricket and red and white ball squads were to be discussed as well as the acknowledgment that The Hundred competition would remain for the foreseeable given its contractual commitments and positive effect on women's elite cricket and attraction to a younger and more diverse audience.
- Steph Neville

When the meeting does takes place, Mark Chilton will be representing Lancashire Cricket as this will be an elite player welfare rather than a commercial issue.

**Action: The Club will release a statement with their position on the matter and to manage Members' expectations (the Minutes of this meeting will hopefully be completed in approx. two weeks). We understand feelings are running high and have had a lot of feedback through MRG, however whatever we decide may not impact the final decision as all Counties**

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**viewpoints must be considered.**

### **Transport to Sedbergh**

- 5.10 MRG asked for update on travel to Sedbergh. The Club have already been taking bookings for the coach and have extended the deadline to 28 July to allow late bookers.
- An arrangement was being finalised for shuttle buses from Oxenholme train station to Sedbergh School using school minibuses in addition to a local travel company. Full details will be sent out to Members with the matchday guide. The MRG will provide support at Oxenholme Station on the day of the match.
- Phil Johnston

### **Matchday guides**

- 5.11 MRG raised the issue that although the matchday guides had been going out regularly earlier in season, for the last couple of games the guides haven't been readily available. There were also some inaccuracies with early guides. The Club recognised the need to review this topic and make sure that guides and information is available prior to fixtures. MRG will be consulted on content from Members' viewpoint.
- Phil Clarke

### **Feedback from Board meeting with MRG**

- 5.12 Colin Gore and Kirti Sharma had given a brief presentation to the board on MRG achievements to date and also discussed current projects that they are involved in (EDI membership growth, museum, etc). It was noted that the information had been well received, generating lots of interest and discussion.
- As a consequence, the MRG have an invitation to attend and brief the Board bi-annually going forward.
- Kirti Sharma

### **Ticketing Issues at Southport**

- The MRG raised the issue of queues on day one at Southport and questioned if this was this due to Members not being aware of the need to book and asking why it was necessary as Southport that was rarely full.
- In response the Club explained that it was busier than usual for a County Championship match as many Members arrived without tickets and that combined with good weather and staff shortage due to COVID exacerbated the problem.
- 5.13 The email regarding reserving tickets for Blast and Outground matches had been sent out to Members earlier in the season, however as per 5.11 this would be highlighted again. The Club will look at options to make tickets more accessible, however there were over 1,000 Members that booked tickets and did not attend.
- The reason Members are asked to reserve tickets for Outground matches is for health and safety reasons due to the small capacities and the potential demand from Members and non-Members to attend. This is not new, The Club has been doing this for many seasons.
- Phil  
Clarke/Jonathon  
Nuttall

**Action: Club and MRG to encourage Members who have booked and can't**

attend to cancel ticket.

#### Recruitment video for the 2024 MRG

- 5.14 The MRG has requested that the Club create a video to increase the number of applicants for the MRG by highlighting the role and experiences of the current MRG. This was considered positively and would be discussed further. Chris Bent

**Action: James Price to pick up with MRG.**

#### AOB

- 5.15 Lancashire Cricket raised some concerns about recent conduct of some Members and suggested sending an email highlighting the Code of Conduct and reminding Members to be respectful of staff. Chris Bent

**Action: Code of conduct to be sent out as a reminder to all Members of their responsibilities.**

Minute Ref	SUMMARY OF ACTIONS	
1.9	New Members - meeting of club officials and MRG to be scheduled in line with the launch of 2023 memberships	PJ
2.6	Junior Committee – Content to be finalised before sending to Junior Members	JP
4.3.1	Covid Memorial – noted challenge in finding a suitable plinth which will shortly be resolved, and the Memorial installed	PJ
4.5	Website – MRG will continue to work with the Club in resolving website issues	JN / CM / GM /JAP
5.4	2 <sup>nd</sup> XI information - Club to look at how they can improve information for Members	MC
5.6	EDI Project - Club to put EDI presentation on website and inform Members	LC
5.7	Growing the Membership Project – Marketing Plan to be sent to the MRG	CM
5.9	Cricket schedule next season – Club to release a statement for Members with their position on the matter	JP
5.10	Transport to Sedbergh - shuttle buses from Oxenholme Station will run with support / coordination from the MRG	PJ
5.11	Matchday guides – Club to ensure guides are sent out to Members and the MRG will be consulted on content	CM
5.12	Board meeting – MRG to attend a Board meeting before the end of the year	CG
5.13	Tickets for matches at Outgrounda – Club and MRG to encourage Members that have booked and can not attend to cancel their ticket	JN / CG
5.14	Recruitment video for 2024 MRG – Club to discuss with MRG towards the end of this season	JP / CB

Should Members wish to contact the MRG about any of these items or if there is anything that they would like to be raised at a future meeting, please use the email address [membership@lancashirecricket.co.uk](mailto:membership@lancashirecricket.co.uk)

Green background	Action complete – item to be removed, following approval of minutes.
Yellow background	On-going action.
White background	A new action from the most current minutes
Turquoise background	Action postponed to a later date



Lancashire  
Cricket